

Manitoba

FOR

VACATIONS



Green's Photo Department

2145 Main St.

Winnipeg, Manitoba

HAVE A GOOD TIME

Come Again

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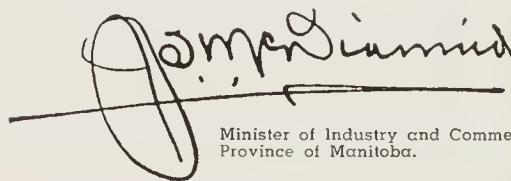
Invitation **TO ADVENTURE**

Manitoba is a land bountiful in pleasure and adventure . . . a land exciting in its contrasts . . . from the great undulating prairie steppes of the south . . . stretching northward under vivid blue skies . . . to the deeply forested, rock-bound Pre-Cambrian Shield . . . yet farther northward to the land of the tundra and "little sticks" . . . then on to the turbulent waters of the open sea. From the Border to the Bay . . . all is fraught with pleasure and adventure . . . and all is here for your discovery.

This great country is Manitoba's natural heritage . . . one she is proud to share with all who come within her borders. We want you, the visitor, to become acquainted with our province and its people through first-hand experience. You will discover that highways, rail and plane make every area of the province accessible. You will find here an exciting land, a fisherman's paradise, a tourists' mecca, a place for the family holiday.

This pamphlet describes only too briefly a few of Manitoba's adventure areas. Further detailed information and literature on our province is yours for the asking.

On behalf of the Government of the Province of Manitoba, it is my great pleasure to extend a most hearty welcome to all our visitors . . . whether from the south, east or west . . . our province is yours to explore and enjoy.



Minister of Industry and Commerce
Province of Manitoba.

FOR A HOLIDAY THAT'S DIFFERENT



NORTH



SOUTH



EAST



and WEST

I
F

T — TRY *Manitoba!*

Manitoba's 219,723 square miles of lake-studded forestland offers you vacation possibilities unsurpassed anywhere on the North American Continent. Every year more than half-a-million holiday-makers from every part of the United States and Canada spend their summers visiting the adventurelands of Canada's Keystone Province. For every type there is something to do—from the active sportsman to the lazy vacationer—from the horticulturist to the historian—everything is here for everybody. There is

FISHING
HUNTING
CAMPING
CANOEING
DRIVING
GOLFING
RIDING
SWIMMING
SAILING
HIKING
CRUISING
RACING
SHOPPING
SKIING
SKATING
SIGHT-SEEING
EVERYTHING!



**It's "Inside the Rim of Adventure"
For a Star-Studded Holiday!**



VACATION VARIETIES

A vacationland for all, Manitoba is the province for those who enjoy a leisurely holiday on the lake shore . . . those who revel in refreshing air and sunshine . . . who love to loll on wide, white sands . . . or indulge in an occasional swim or paddle. Only a short distance from Winnipeg, summer resorts and attractive sand strips stretch out along either shoreline of the southern tip of Lake Winnipeg. Grand Beach, Victoria and Winnipeg Beaches. . . all are popular. And no wonder, for besides a mile or so of lovely long, white beaches . . . one of the liveliest, Winnipeg Beach, also boasts of an amusement park where the whole family can enjoy such attractions as the roller-coasters, ponies, merry-go-round and a very fine dance pavilion. Since their waters are fairly shallow these resorts are just the places for youngsters. Swimming, sailing, fishing and short boat trips . . . all are there for the visitor's pleasure.

If you are looking for a quiet, restful spot . . . steeped in shaded beauty . . . Victoria Beach is one of the loveliest and most attractive. Besides this there is the Icelandic settlement of Gimli . . . busy commercial fishing centre and holiday resort with splendid beaches, good accommodation and a distinct personality all its own. A little beyond Gimli is Camp Morton, one of the most beautifully landscaped holiday spots in the district. Other places along the west side of Lake Winnipeg are Sandy Hook, Ponemah, Whytewold and Sans Souci. All these resorts are accessible by car, bus or train.

For an atmosphere more rugged and possibly more unusually beautiful . . . the Whiteshell Provincial Park offers all that could be wished. Excelling in rugged scenery, its deep, clear waters provide superlative fishing . . . and its network of lakes offer a maze of wonderful variety for canoe trips—the answer to every paddler's dream

Many inviting little lakes dot the south-western section of the province; Swan and Killarney Lakes, places where swimming, boating and family fun are popular; Pelican Lake, near Ninette, lies sleeping in the quiet beauty of the rolling Tiger Hills with cabins bordering its shores; Lake Minnewashta, a pretty and popular spot, just outside of the town of Morden which has several fine hotels; and Rock Lake, a really delightful resort tucked away near the Border, offers fishing and the most pleasant accommodation

One of the most popular holiday ranges in Manitoba is Riding Mountain National Park, located 125 miles north of the International Border, via Brandon. The Park spreads over a lovely undulating plateau, its thickly forested area dotted with many clear water lakes. Here, vacationists will find every type of recreation . . . boating, swimming, golfing, tennis and riding. If he wishes to study or photograph wild life he will discover plenty of it roaming this beautiful wilderness, for Riding Mountain is famous for its herd of elk and many other kinds of wild creatures. Wasagamung, town of Riding Mountain, has every facility for the camper, as well as lodges and hotels for those who enjoy more civilized accommodation.

Have fun in the Sun- in Manitoba Playgrounds

Vacation Vignettes



For those interested in fishing and hunting: Manitoba offers amazing scope. Anything from whales to pickerel can be caught, and of course, the world's finest goldeye and white fish come from Manitoba waters. But for exciting angling, the enthusiast should try northern streams . . . the Hayes, Nelson or Churchill . . . where swim the famed Arctic grayling, Arctic salmon and large, flavorful brook trout. Good-sized lake trout and northern pike are abundant in Cranberry and Clearwater lakes as well as the Whiteshell district; while the Winnipeg River is noted for northern wall-eyed pike and pickerel. But for the thrill of a lifetime, the sportsman should go to Churchill on Hudson Bay waters, where a small boat and harpoon are supplied for chasing the fabulous and exclusive white whale.

Some of the finest duck hunting areas on the continent are situated in Manitoba, and facilities for hunting prairie chicken, Hungarian partridge and pheasant have always brought the province distinction. There is plenty of big game here, too, with some of the finest deer and moose country in Canada to be found in the Whiteshell Forest Reserve and Swan River area.

For naturalists: The most fascinating place in Manitoba will be the Wild Water Fowl Research Station at Delta, just north of Portage la Prairie. It is the oldest game research station on the continent and the only one in the northern breeding grounds.

For horticulturalists: The prize plums in the province are Frank Skinner's Nursery, west of the Riding Mountains at Dropmore, internationally renowned for its hybrids—particularly lilies, roses, lilacs and shrubs . . . and the Dominion Experimental Farm at Morden—600 lovely, rambling acres of flowers, fruit, shrubs and trees . . . there for the delight of anyone who cares to drop in. The town of Morden has several fine hotels and attractive Lake Minnewashta, popular with all in the district for fishing and swimming.

For those interested in fairs: These take place in all Manitoba towns during the summer but the Provincial Fair at Brandon is the Queen of them all. It's a wonderful, old-fashioned country fair with a grand farm implement display . . . a show of some of the best cattle on the continent and a marvelous midway, riotous with fun. You should be there!

For the historian: There are the sites of several old forts in the territory of the Turtle Mountains and at the home of Chris Vickers in Baldur will be found an extensive archaeological collection of the Historical and Scientific Society of Manitoba . . . well worth seeing. Other historical sites are scattered from far north to near south throughout the whole province.

For a Christmas holiday . . . for winter sports: Visit Manitoba. One of the most unusual and delightful things about the province is its climate—for its wonderful range of temperature which falls well below freezing in mid-winter and rises to 100 degrees or more during summer—makes it both healthful and invigorating. And since the sun shines most generously here, an atmosphere of brightness pervades the year 'round. Cold weather predominates five months of the year and it's a glorious place for winter sports. Skiing and hockey are very popular and Manitoba's Bonspiels are the most famous in the world.

Manitoba is beautiful during wintertime. Then a snowshroud . . . crisp, white and glistening, covers the entire countryside . . . the trees, drifts and fences slant long, dark shadows . . . and when an occasional hoarfrost transforms every building, tree and twig on the horizon with its tinsel-touch . . . the place becomes a dazzling fairyland! You should drop in to see us then.

Manitoba's Capital



SITUATED at the junction of the Red and Assiniboine rivers the garden city of Winnipeg flourishes in the centre of the Dominion. The origin of the name "Winnipeg" is reputed to have come from the Indian Cree name given to the lake 45 miles north. "Win" meaning muddy and "nipee" . . . water. A warm-hearted, comfortable town, endowed with a bountiful supply of fresh air and sunshine, Winnipeg is a lovely place to visit or live in. During the summer, trees and gardens adorn the many parks and broad boulevards . . . during the winter a snow-shroud transforms all into a Christmas city alive with every type of sport and entertainment . . . and throughout all seasons the floodlit Legislative building, a symphony in architecture, lends an impressive touch of majesty to the capital and areas surrounding.

Although it is an important business and shopping area, a variety of attractions make Winnipeg a popular vacation centre. Handsome golf courses, tennis courts, canoe clubs and riding are only some of its recreations. In the cultural realm Winnipeg excels in music with its celebrated Festival, a symphony orchestra and several philharmonic choirs as well as its famed and brilliant Ballet Company.

Those interested in the historical will discover many storied sites about the city and one not to be missed is the Lower Fort Garry. Situated on the Red River just north of Winnipeg this fort has gained historical distinction in being the only stone part of the early fur trade intact in Canada and is the highlight of many a visitor's holiday. Also, within easy reach from the city are a number of holiday resorts where tourists may enjoy every type of outdoor sport in delightful scenic surroundings.

Lac du Bonnet . . . Pine Falls Area

Some of Manitoba's loveliest scenery may be discovered in the area surrounding Lac du Bonnet and Pine Falls. Here a wide swath is cut through forest wilderness by the swift-flowing Winnipeg River . . . source of a major portion of the hydra-electric power used in Manitoba.

This vacation country is some 70 miles north-east of Winnipeg and reached by an all-weather gravel highway. It is typically Pre-Cambrian territory with spruce, pine and tamarack bordering the rivers and the shores of the many small lakes in the district.

Plenty of cabin accommodation is available in the area and there are excellent, modern hotels at both Lac du Bonnet and Pine Falls. Rising unexpectedly from the midst of dense evergreen forest . . . Pine Falls, one of the most modern and attractive towns in the province, is the home of Manitoba's only pulp and paper industry. From here, in fact, 350 tons of paper rolls are shipped daily to roaring presses all over the continent.

For the traveller who enjoys exploring the by-ways of the countryside . . . there are inviting little picnic spots all along the Winnipeg River and for those interested, a tour of inspection may be made of the pulp and paper mill or one of the power plants. For those with more elaborate plans, however, there is available air service which will set you down at a rustic hunting lodge on the shore of some wilderness lake . . . where idle some of the fightiest fish to be caught anywhere and where relaxing after an exciting day's fishing is next to heaven!

Norway House

TRADING POST OF A CENTURY AND A HALF AGO

One of the delights of a vacation in Manitoba is the six-day cruise up the famous Red River to Selkirk, then on to Lake Winnipeg, touching in at many quaint and picturesque points of interest, and climaxed with a trip down the Nelson River on a motor launch to the Hudson's Bay outpost of Norway House.

Strategically situated, this location was first used as fur trading headquarters as early as 1773, when traders from Montreal established

a small post there and later many of the important meetings of the Hudson's Bay factors and their Northern Territory Council were held there . . . an interesting and exciting post.

For those who wish to stay over for a week or so, the Inn at Norway House affords excellent meals and accommodation and boat trips may be arranged to and around this little cluster of islands which could tell many fascinating tales of early fur trade days.

From here, too, real man-sized canoe trips with a guide may be made taking the paddler through wonderful scenic wilderness to Cross Lake, Oxford House, God's Lake and Island Lake . . . all of which further acquaints him with the natural beauties of Manitoba and gives an adventurous fillip to a vacation.

Whiteshell Forest Reserve

A THOUSAND square miles of enchanting wilderness . . . the Whiteshell forest and game reserve in the south-eastern section of Manitoba, provides one of the loveliest and most easily accessible holiday haunts in the country.

Located on the fringes of the Pre-Cambrian Shield some two and a half hour's drive from Winnipeg, it is a glorious combination of lakes, rivers, flourishing forests and broad spurs of granite cliffs, over-hung with moss, juniper, birch and spruce. A land blessed with natural beauty, clean fresh air and brilliant sunshine.

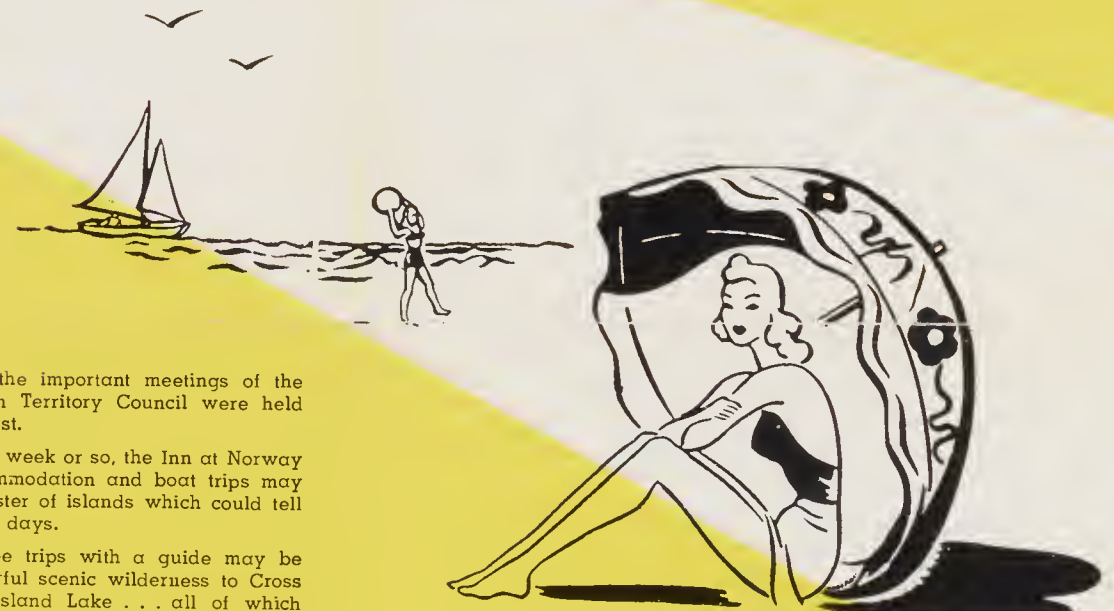
Secluded inlets along the lake shores invite the visitor to rent a cabin or pitch his tent, then he may spend the day paddling a canoe, casting a lazy fly, swimming or diving through the crystal clear waters, enjoying the scenery, sunsets and numerous kinds of wild life which abound in the district. At night he may lie gazing up through pine branches at the star-lit sky, listening to the lake and the call of a solitary whip-poor-will.

Laced, as it is, by a network of fresh-water lakes and rivers the Whiteshell is a boon to canoeists. The dock of Caddy Lake, only a quarter of a mile from the Trans-Canada highway, has always been a natural launching point for the many picturesque water routes leading to almost every corner of this Provincial Parkland. Roads, stores, cottages and cabins provide the traveller with opportunities to spend the type of holiday he most desires . . . in relaxation or recreation . . . enjoying the great outdoors to his heart's content.

Riding Mountain National Park



RIDING MOUNTAIN NATIONAL PARK is 125 miles north of the International Boundary via Brandon. A variety of attractions abounds in this lovely untamed setting of lake-studded timberland which rises 2,200 feet above sea level, pleasing contrast to the surrounding fertile plains. Great expanses of white sands border its cool, deep lakes and every type of recreation exists for the vacationist. Sailing, paddling riding, excellent tennis courts, one of Canada's finest golf courses—and the host of wild creatures which roam through this National game and forest reserve . . . afford plenty of interest to both the nature lover and the photographer. The townsite of Wasagamung, an Indian name meaning "clear water," situated on the southern shore of Clear Lake . . . has every facility for the camper as well as lodges and hotels for those who wish a more civilized type of accommodation. In fact, Riding Mountain National Park and holidaying are synonymous and we believe that you'll fall in love with the place when you reach it.



The Arctic's Distant Rim FOR UNIQUE VACATIONS

CHURCHILL, Hudson Bay, The Pas, Flin Flon . . . the Sub-Arctic . . . land of adventure and amazing contrasts . . . Manitoba's last frontier offers the visitor something unique in holidays, for today, just as in previous centuries, some of our most exciting tales . . . our most daring adventures are linked with the North and the Sub-Arctic.

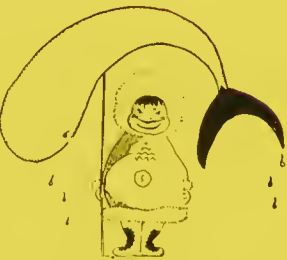
Yesterday it was a land unknown . . . intriguing, impenetrable . . . a land into which explorers — Hudson, Munck, Kelsey, Hearne and others forged courageously, searching for the legendary North-West passage and new rug-giving territories. Today, accessible by rail and air the eyes of the world are often on this distant rim, for it's here that wings on mercy flights soar above the immense, frozen wastes—that ships ply the icy seas delivering cargoes of wheat, lumber and cattle—via the short route to Europe—that tests are made of modern military equipment.

And here, man is once again primitive man . . . the adventurer, fighting the elements, participating in the chase of a frantic herd of caribou, in the thrilling pursuit of harpooning the amazing white whale or hauling in Arctic salmon.

Here, the visitor may see memorable sights . . . the great stone ruins of Fort Prince of Wales sleeping in the shadow of the large grain elevator at Churchill, modern sentinel of the Hudson Bay, Manitoba's northern seaport. The visitor will also see raw, impressive landscape stretching out into the far horizon . . . for here Nature carves stark outlines across broad, impassive wastes . . . outlines which at night are relieved by the shimmering colours of the Aurora Borealis, an overwhelming sight.

This is the North . . . the old North and the new.

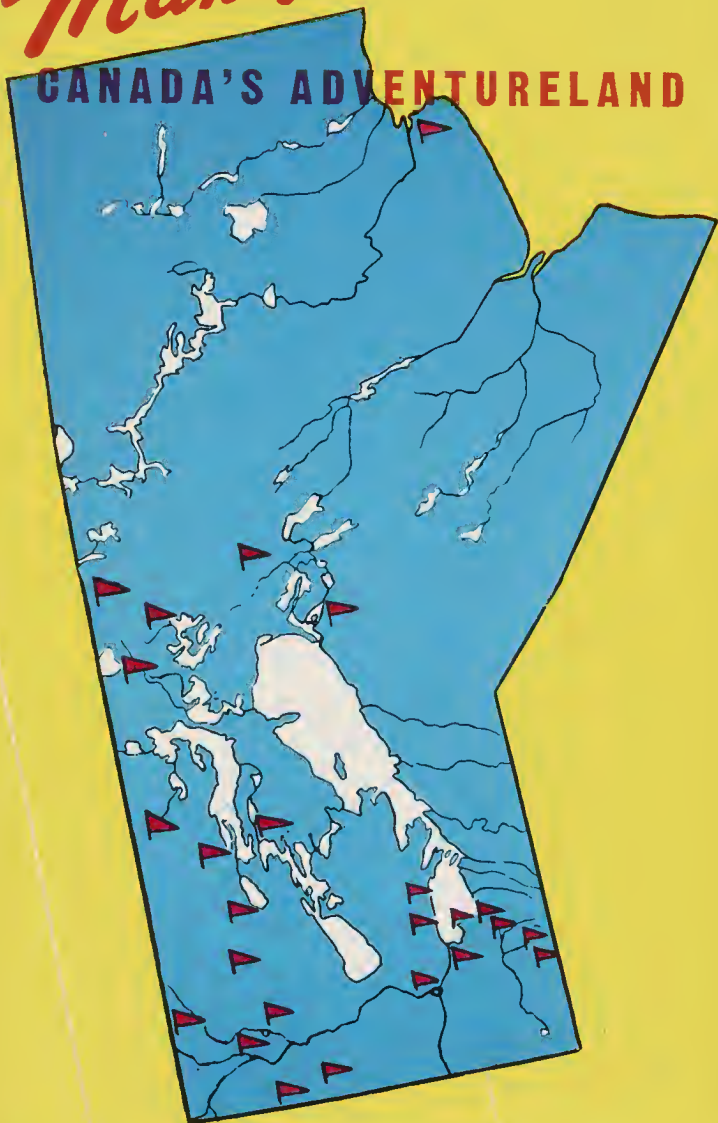
A special excursion from Winnipeg to Churchill in mid-August will take the traveller from the hub of modern civilization into the great reaches of this tundra and land of "the little sticks." During this 1,150-mile trip the railway covers a wide variety of terrain; spruce forest, limestone rock, lakes, rivers and muskeg . . . Rich mineral deposits are known to lie within a short distance of the railway and development of mining along the entire route has only just commenced, although at Flin Flon flourishes one of the most modern plants on the continent . . . On, north of 53, to the towns of The Pas, Cormorant, Wabowden, Ilford and Gillam, where rivers abound in speckled trout and the famous Arctic grayling . . . on north over the turbulent Nelson river with its interesting past and then the port of Churchill . . . where the traveller may see the remnants of history, meet trappers, prospectors, Royal Canadian Mounted Police, Indians, Eskimos and get the real feeling of the true North.



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Manitoba!

CANADA'S ADVENTURELAND



 VACATION AREAS 

For further information write

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Winnipeg, Manitoba